

**SPRING 2025 SYLLABUS***Updated 01/11/2025*

<b>Course:</b>	<b>DIGM 4378: Senior Project</b>
<b>Instructor:</b>	Prof. Monika Alters
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<b>Phone:</b>	713-743-4077
<b>Website:</b>	<a href="https://dot.egr.uh.edu/digitalmedia">https://dot.egr.uh.edu/digitalmedia</a>
<b>LinkedIn:</b>	<a href="https://www.linkedin.com/in/monikajalters/">https://www.linkedin.com/in/monikajalters/</a>
<b>Office:</b>	Brazos Hall, Room 347
<b>Office Hours:</b>	MON: 9:00 AM-1:00 PM (virtually) WED: 2:10-3:00 PM (in-person or virtually) TUE/TH: 2:40-3:00PM (in-person or virtually) FRI: by appointment only (not all Fridays available due to work meetings)
<b>Lab Manager:</b>	Can Le
<b>Email:</b>	chle3@central.uh.edu
<b>Section Details:</b>	Section 17711, Tuesdays 11:30 AM – 2:30 PM
<b>Prerequisites:</b>	Grade of C or higher in DIGM 4351 or consent of the professor and program coordinator.
<b>Credit:</b>	3 semester hours
<b>Course Description:</b>	Directed branding and marketing or research project.
<b>Course Objectives:</b>	<p>This course is the capstone of a Digital Media major's career in the DIGM program. It encapsulates all facets of the DIGM major's coursework as students serve as marketing directors for a selected client. It also includes the program's career fair, called DigiFest.</p> <p>Students completing the course will describe, demonstrate, compare, analyze, integrate, and critique Digital Media concepts related to:</p> <ol style="list-style-type: none"><li>1. conducting research;</li><li>2. clarifying strategy;</li><li>3. designing identity;</li><li>4. creating touchpoints;</li><li>5. managing assets;</li><li>6. presenting final products through oral presentations;</li><li>7. communicating one's personal brand through video, website, social media, and hard-copy portfolio; and presenting and explaining technological processes through participation in the fall senior show (DigiFest).</li></ol>
<b>Recommended Textbooks:</b>	<p>1) Wheeler, Alina (2017). <i>Designing Brand Identity: 5th Ed.</i> John Wiley &amp; Sons, Inc. Hoboken NJ. ISBN13: 9781118980828. <a href="https://a.co/d/ew9gTLn">https://a.co/d/ew9gTLn</a></p> <p>2) Fred E. Miller. (2014). <i>No Sweat Elevator Speech! How to Craft YOUR Elevator Speech, Floor by Floor, with No Sweat!</i> 2nd Edition. Published by Fred Company. ISBN: 9780984396771. <a href="https://amzn.to/2Zd459M">https://amzn.to/2Zd459M</a></p>
<b>Required Software:</b>	<ul style="list-style-type: none"><li>• Adobe Creative Cloud subscription</li><li>• Microsoft Office</li><li>• Microsoft Teams</li></ul>

Required Tools:

- Laptop

Syllabus Changes:

Please note that the instructor may need to modify the course syllabus and may do so at any time. Notice of such changes will be announced quickly through Canvas announcements and cougarnet email.

Resources for online learning:

The University of Houston is committed to student success and provides information to optimize the online learning experience through our Power-On website. Please visit this website for a comprehensive set of resources, tools, and tips including obtaining access to the internet, AccessUH, and Canvas; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

Important Information:

As a student at the University of Houston, information available at <http://www.uh.edu/provost/students/> will be critical to ensuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website regarding The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; and Other Information.

UH Email:

Email communications related to this course will be sent to your **Cougarnet email account** which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your Cougarnet credentials or through Access UH. They can also be configured on IOS and Android mobile devices. Additional info can be found at the [Get Help](#).

Communication With Professor:

According to the UH Policy, **only** emails sent from your cougarnet account will be checked. You can also **use MS Teams** to send a message to Professor Alters to get a **faster response**.

If you email or message Professor Alters, please include the course number, the lab time, and your name in the Subject Line or the message itself (e.g., “**DIGM 4378 Tue 11:30AM-2:30PM, Your Name, Subject**” ). Due to large number of students, **emails and messages that do not include the correct subject line may not be answered**.

Professor Alters genuinely wants to speak with you, to assist you, to help you succeeded. However, there are parameters as to what you can expect. Most emails and messages will be answered within 24 hours or sooner, except on the weekends. **Communications of any kind (e-mail, voice mails, or messages) sent to your professor outside of business hours may not be answered until the next business day. Emails/Messages sent on the weekend or during holidays will not be answered.**

Course Credit

This course is divided into lecture/lab and is governed by the University of Houston policy as well as policies of the accrediting bodies. Lectures are taught online via Canvas and lab meetings are taught face-to-face at the UH Sugar Land campus. Students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours personal study/homework. Thus, during a regular semester, a three-hour course requires at least nine hours per week: three in class and six on your own.

Letter Grades:

A 94-100	A- 90-93	
B+ 87-89	B 84-86	B- 80-83
C+ 77-79	C 74-76	C- 70-73
D+ 67-69	D 64-66	D- 60-63
		F: 59 and below

Grading Policy:

The Information Science Technology Department strives to create the proper academic conditions for student success. Course content, technical skill development, professional practice in education, and program accreditation by professional organizations support using minimum grade or GPA requirements to enforce a program prerequisite structure. This practice, in turn, supports student success. Thus, course prerequisites are strictly enforced in all IST courses.

Recording of Class:

Students **may not** record all or part of class, livestream all or part of class, or make/distribute

screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with DisABILITIES](#). If you have accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. The instructor may record classes. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

**Etiquette:**

Student Code of Conduct is in place be courteous and respectful and be mindful of any misconduct. Disturbing the peace and good order of the University by, among other things; fighting, quarreling, excessive noise, behavior that substantially or repeatedly interrupts either an instructor's ability to teach or student learning, or any behavior that causes or threatens to cause a material disruption to the residential, business or academic functions of the University, including but not limited to, a material disruption by the use of all types of cameras, electronic tablets, cell phones, and/or communication devices. Adherence to this policy extends to any setting where the student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities <https://tinyurl.com/2m5jry7j>

**Disrupting Behavior:**

The UH Student Handbook defines disruption as obstructing or interfering with university functions or any university activity. Moreover, disruption includes any behavior that interferes with students, faculty, or staff and their access to an appropriate educational or work environment.

Examples of Disruptive Behavior

- Refusal to comply with faculty or staff direction.
- Loud and/or erratic behavior
- Behavior that distracts the class
- Persistent and unreasonable demands for attention
- Actions that intimidate others
- Overt inattentiveness
- Threats of physical assault
- Romantic or obsessive behavior

Additional information can be found at: <https://tinyurl.com/rvpnv9sz>

**Class Problems:**

Occasionally, there are problems or concerns that arise about the course you are taking. The IST Department expects you to communicate with the course instructor about problems and concerns, first.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator, Dr. Tony Liao. If the situation is still not resolved, contact the IST Department Chair to communicate your problems or concerns.

**Attendance Policy:**

Attendance in all class sessions is expected. You not only need to attend but also participate when needed.

**Three absences**, unless excused, will reduce the student's final course grade by one letter. **Five or more absences** will result in course failure. Be on time for class sessions. **Tardies of more than 10 minutes count as 1/2 an absence.**

Three (10-30 minutes) late arrivals will be one absence. Late arrivals of 30 minutes and beyond will result in an absence. If a student arrives late, they are responsible for notifying the professor at the end of that class. Otherwise, they will be marked absent.

**Excused Absence Policy:**

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional

and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service, religious holy days, pregnancy and related conditions](#), and [disability](#).

<b>Grading:</b>	Attendance & Professionalism .....	15%
	Project 1: Personal Branding .....	30%
	Project 2: Marketing Proposal .....	30%
	Final Presentations .....	20%
	Peer Review .....	05%

<b>Letter Grades:</b>	A 94-100	A- 90-93	
	B+ 87-89	B 84-86	B- 80-83
	C+ 77-79	C 74-76	C- 70-73
	D+ 67-69	D 64-66	D- 60-63 F: 59 and below

**Attendance:** Attendance at all class sessions is expected. Active participation is required. Students must demonstrate professionalism and respect in all interactions.

**Three absences**, unless excused, will reduce the student's final course grade by one letter. **Five and more unexcused absences** will result in course failure. Be on time for class sessions. **Tardies of more than 10 minutes count as 1/2 an absence.**

Three (10-29 minutes) late arrivals will be one absence. Late arrivals of 30 minutes and beyond will result in an absence. If a student arrives late, they are responsible for notifying the professor at the end of that class. Otherwise, they will be marked absent. DIGIFEST is also part of the attendance grade.

**Excused Absence Policy:** Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service, religious holy days, pregnancy and related conditions](#), and [disability](#).

**Projects:** There will be two projects assigned during the semester to further assess students' skill level and knowledge of the discussed topics.

#### Project 1: Personal Branding

**Due: 03/04/25**—Each student will develop a personal branding strategy that will tell a story of their brands. They will conduct research and develop (or revise) their brand style guidelines, create business cards, capture an elevator pitch video, revise their resume, and create social media posts to promote their work. Detailed information will be given in class.

#### Project 2: Marketing Proposal

**Due: 04/15/25 or 04/22/25** —Students will create a marketing proposal, which may include brand style guides, for a non-profit or small business. You will research the client's target audience, and possibly develop their brand style guides, provide 1to1 marketing strategy, detailed budget, social media posts, and various marketing materials. Students will present their final proposals during the specific due date.

**TEAMS:** Students should work in a team of 3 or 4 on Project 2. If a student chooses to work individually, that student must provide Professor Alters with a valid excuse. The amount of work will not be reduced for any student working on the project alone.

**Final Presentations:** **Due: 04/15/25 and 04/22/25**—Students will give an oral presentation, supported by a PowerPoint, Prezi, or Keynote slideshow to discuss their final marketing project. The presentation will be rated by the professor and guest evaluators.

**Presentation Requirements:** The presentation must include:

1. Correct format, length, and sections
2. Well-crafted narrative: Delivering the information in a clear, concise, and engaging manner.
3. Compelling visuals: Using charts, graphs, or images to support and enhance understanding.
4. Visuals, Layout, and Design: follow your brand guides but make sure you have good contrast and alignment; follows 5/5/5 Rule: [click for information](#)
5. Verbal Communication: audible, clear, no filler sounds, pertinent information, don't read from the slides
6. Non-verbal communication: pleasant facial expressions, good eye contact, positive & open body language. Reference with a video: [click for information](#)
7. Attire and Grooming: business casual or formal; clean & not wrinkled clothes; good grooming
8. Spelling: 5pts deduction for each misspelled word

**Do:**

- use visuals—we are *graphics* people! Show your skills.
- give an organized presentation.
- leverage your skills.
- time and practice your presentation.
- *know your material!* maintain good eye contact with your audience.

**Do not:**

- interrupt other students.
- arrive late or leave early.
- dress casually.
- wait until the last minute to prepare.
- talk to your poster or to your slides.
- turn your back to your audience.

**Peer Review:**

Students' elevator speech, Project 2, and presentations will be reviewed by their peers (in addition to evaluations by the professor and guest evaluators). Failure to complete a peer review will result in an automatic score of 0 for the peer evaluation portion, regardless of whether their own work was reviewed by others."

**Work Submission:**

Work will be [submitted via Canvas](#) unless otherwise specified. **Files must not exceed 10MG.** It is your responsibility to double-check if your work was submitted correctly.

**Extra Credit:**

Students can earn up to 5 bonus points toward their final grade by joining and actively participating in meetings and workshops hosted by the following clubs:

- DigiMarketers
- UXCoogs

Additionally, officers who actively engage in these clubs can earn an extra 3 points toward their final grade. No double-dipping. You can only apply extra credit to one class per semester.

**Artificial Intelligence (AI):**

You may use AI programs e.g. ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity.

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor).

Any plagiarism or other form of cheating will be dealt with severely under relevant UH policies.

**Late Assignments:**

Late work is "yesterday's news." In keeping with this idea, assignments must be turned in as

scheduled. **No late assignments will be accepted! If your work is not submitted within the 10 minutes of the due date and time, it will be considered late and it will not be graded! Only Project 1 can be submitted 48 hrs after the due date with a 10 points deduction for each 24 late hours.**

<b>Missed Classes:</b>	If you are absent on the due date, the assignment will still be late and will not be accepted. You must make arrangements to accommodate your absence whether excused or unexcused. <b>Do not email your work! Emailed work will be automatically deleted and not graded.</b>
<b>Course Policies:</b>	<p>The use of the Digital Media Laboratory is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules:</p> <ul style="list-style-type: none"><li>• No talking on the phone or texting.</li><li>• No disruptive behavior, such as unreasonable demands for attention or not complying with the instructor's direction (Detailed information can be found at: <a href="https://www.uh.edu/dos/behavior-conduct/disruptive-students/">https://www.uh.edu/dos/behavior-conduct/disruptive-students/</a>).</li><li>• No profanity, obscenity, and vulgarity.</li><li>• No talking unless the instructor asks a question.</li></ul>
<b>Expectations:</b>	<p>Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than "B."</p> <p>Please provide the attention, motivation, and effort necessary to reach this grade expectation.</p>
<b>Student Code of Conduct:</b>	The Student Code of Conduct sets forth those acts that constitute unacceptable conduct for students at the University. All alleged violations of the Student Code of Conduct may result in referral to the Dean of Students Office for disciplinary action. Detailed information is provided at. <a href="https://www.uh.edu/dos/behavior-conduct/student-code-of-conduct/">https://www.uh.edu/dos/behavior-conduct/student-code-of-conduct/</a>
<b>Technical Difficulties:</b>	In general, some cloud or virtual interaction software takes up a lot of capacity in your computer. Close all other applications and browser tabs that are not required for participating in class to reduce lag or other technical difficulties. Make sure your device can handle the virtual meetings and programs you will be using in the lab simultaneously.
<b>Honors Code Statement:</b>	Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: "I understand and agree to abide by the provisions in the (select: <a href="#">University of Houston Undergraduate Academic Honesty Policy</a> , University of Houston Graduate Academic Honesty Policy). I understand that academic honesty is taken very seriously, and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."
<b>Academic Honesty:</b>	High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The <a href="#">UH Academic Honesty Policy</a> is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.
<b>Adds/Drops:</b>	Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.
<b>Incompletes:</b>	An "incomplete" grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an "incomplete," he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.
<b>Reasonable Academic Adjustments/Auxiliary Aids:</b>	The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the

Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

**Mental Health & Wellness:**

The University of Houston has a number of resources to support students' mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). UH [Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit [uh.edu/caps](#), call 713-743-5454, or visit a [Let's Talk](#) location in-person or virtually. [Let's Talk](#) are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

**Need Support Now?**

**If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text [988](#), or chat [988lifeline.org](#).**

**Title IX/Sexual Misconduct:**

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://www.uh.edu/equal-opportunity/title-ix-sexual-misconduct/>

**Security Escorts:**

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk you for your safety, please call 713-743-3333. Arrangements may be made for special needs.

**Reasonable Academic Adjustments/Auxiliary Aids:**

The University of Houston is committed to providing an academic environment and educational programs that are accessible to its students. Any student with a disability who is experiencing barriers to learning, assessment, or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure the timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing [jdcenter@Central.UH.EDU](mailto:jdcenter@Central.UH.EDU).

The [Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being.

The [Center for Student Advocacy and Community \(CSAC\)](#) is where you can go if you need help but don't know where to start. CSAC is a "home away from home" and serves as a [resource hub](#) to help you get the resources needed to support academic and personal success. Through our [Cougar Cupboard](#), all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1



appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The [Cougar Closet](#) is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit.

UH also hosts a series of cultural and community-based events to foster social connection and help the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram.

**Women & Gender Resources:** The mission of the [WGRC](#) is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

**Resources for Online:** The University of Houston is committed to student success and provides information to optimize the online learning experience through our [Power-On website](#). Please visit this website for a comprehensive set of resources, tools, and tips including obtaining access to the internet, AccessUH, and Canvas; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

**Helpful Links:**

- Coogs Care: <https://www.uh.edu/dsaes/coogscare/>
- Student Health Center: <https://www.uh.edu/healthcenter/>

**Important Dates:**

Item	Date
1 <sup>st</sup> day of Class	January 13
Project 1 Personal Branding Due	March 10
Last day to withdraw with a W	TBD
DigiFest (name might be changed)	March 27
Project 2 Due	April 15 April 22
Final Presentations	April 15 April 22